



TIRE MAINTENANCE AND CONSUMER AWARENESS

DECEMBER 10, 2014





LEADING CAUSE OF DEATH AMONG TEENAGERS

**SIMPLE STEPS
COULD
PREVENT**

300,000

**ACCIDENTS
EACH YEAR**



MICHELIN

A better way forward



GLOBAL PARTNER

FIA Action for Road Safety Partner : MICHELIN

In 2011, Michelin and the FIA signed a partnership agreement which fostered the international Golden Rules campaign as part of the FIA Action for Road Safety.





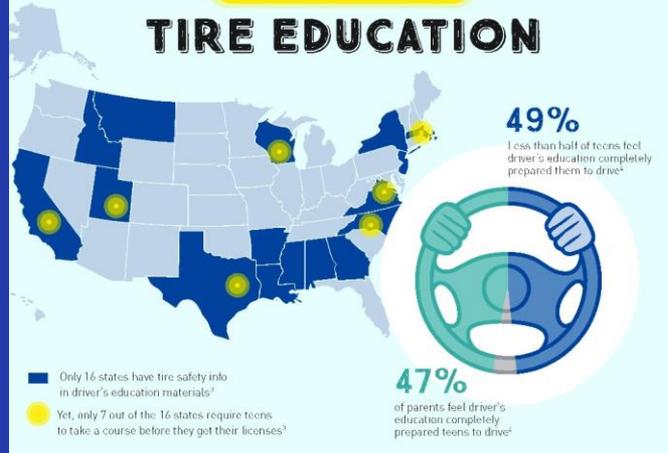
What Teen Drivers Need to Know...

BEYOND THE DRIVING TEST

Automobile accidents are the No. 1 killer of teens in the U.S., with 5,000 deaths each year. What's more, of the 2.2 million accidents per year among inexperienced drivers, 12 percent can be attributed to tire-related issues, such as insufficient tread or pressure*. Even so, few driver's education programs offer instruction on tire maintenance and tire safety.

The "State" of

TIRE EDUCATION



U.S. NEWS

Majority of Teens Say They Don't Know How to Change a Tire

Survey Finds 44% Don't Know How to Check Tread Depth, 32% Don't Know How to Check Tire Pressure



Worthless Teens Can't Even Change a Freaking Tire

Pending approval **Hamilton Nolan**

23,771

Automotive News



TIRE BUSINESS.COM
Your Number One Information Resource



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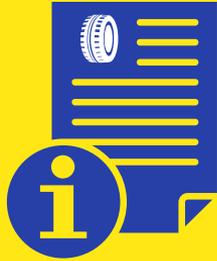
Michelin, FIA launch initiative to 'transform' drivers' education







RAISE awareness



PROVIDE initial tools and
content to fill gap



ENCOURAGE all 50 states to
include tire safety information by 2020

ROAD READINESS

GLOVE BOX GUIDE

When it comes to road safety, you can't control other drivers or road conditions, but one thing you can control is proper maintenance to your vehicle and tires. To help you remember what to check and when, Michelin and the FIA have put together 5 simple tips to help you stay safe on the road. Keep this handy tip sheet in your glove box so you can refer to it when you need it!



AT LEAST ONCE A MONTH:



1 | CHECK YOUR TREAD

- Hold a penny with Abraham Lincoln's body between your thumb and forefinger
- Place Lincoln's head first into the deepest looking groove
- Can you see all of his head? If yes, your tires are too worn – don't drive on them and get them replaced



2 | CHECK YOUR TIRE PRESSURE

- Buy a tire pressure gauge, if you don't have one already
- Open your car door and on the inside jamb you should see a sticker – take a picture on your smartphone of the number that says "PSI" (the measurement for tire pressure)
- Use the pressure gauge to check your tires (make sure you check when they are cold)
- Compare the number on the gauge to the number you wrote down. If above, let air out of your tires. If below, inflate until the numbers match



Glove Box Guide: Click [here](#) to help teens take control of their vehicle's routine maintenance by downloading and printing out this handy guide for the glove box.





You Tube



750,000+
VIEWS







Beyond The Driving Test Media Results

- Infographic placement on **593** news websites
- Two controlled stories placed on **1,087** and **2,424** websites respectively
- Paid search and social promotion driving traffic to MMR
- Paid social impressions total more than **82MM**

- **62** original story placements to date
- Combined reach of total media coverage exceeds **36 million** viewers/listeners

beyondthedrivingtest.com - Beyond the Driving Test
www.beyondthedrivingtest.com
 See How Michelin® Is Helping Teach New Drivers About Auto Safety
 Get the Glove Box Guide - See the Infographic



THE WALL STREET JOURNAL

FOX

CBS

Automotive News

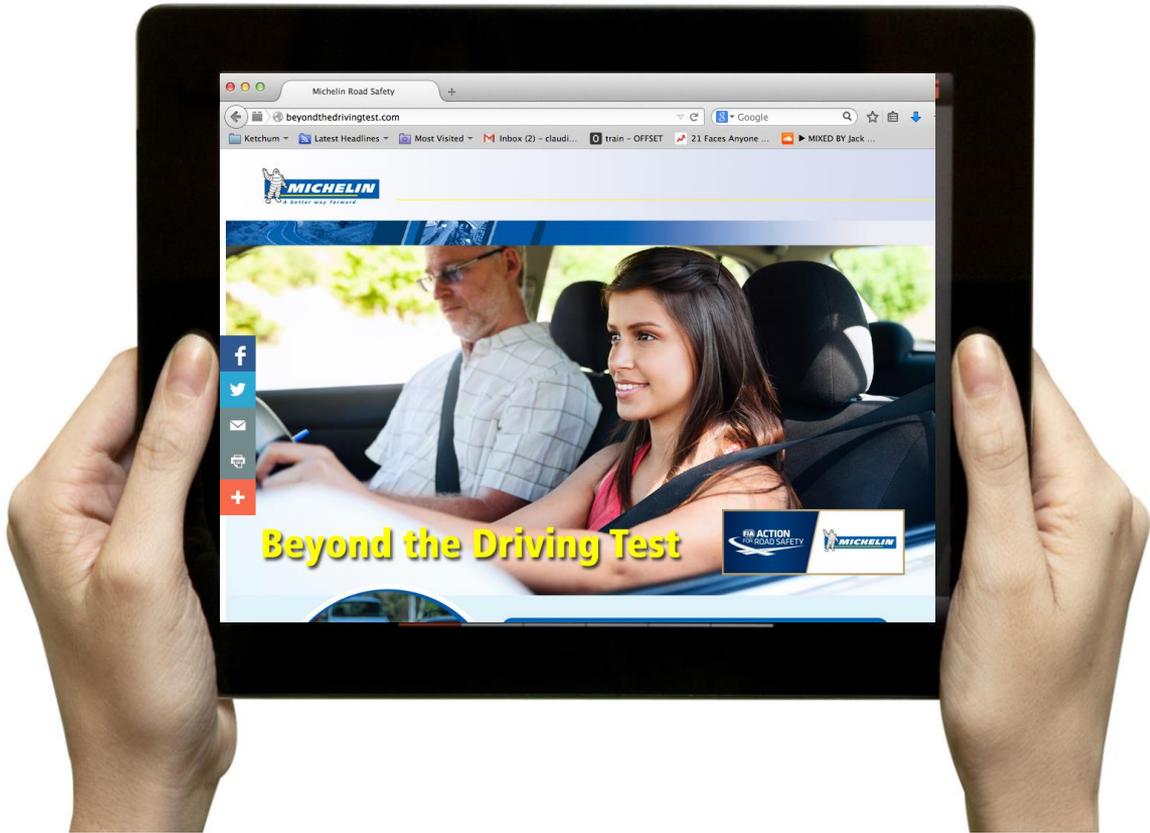
- MMR received **45,000** visitors and **58,000** page views
- Posts on owned social channels driving engagement

- Three teen influencer YouTube videos garnered over **750K** views and **59K** likes

YouTube







Beyond the Driving Test

Automobile accidents are the No. 1 killer of teens in America, with 3,000 deaths each year. What's more, of the 2.3 million accidents that lead to the non-fatal death of a teen, 90% can be attributed to in-vehicle issues. With an in-school level of pressure, 16 teen driver education programs offer instruction on the roadhouse and safety.

Because many of these accidents are preventable, Michelin and ATRA have joined together to launch a new campaign, *Beyond the Driving Test*, to raise awareness of teen confidence and safety. This will make available resources designed to initiate conversation between parents and teens, and provide teen drivers and their peers. The two organizations will also be working with national groups and state organizations to raise the goal of having all 50 states include some form of tire safety information in their individual driver's education curricula by 2020.

1675A Youth Traffic Safety Statistics
2015 1675A study focused on tire problems as experienced by teen vehicles in the pre-visit phase.

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It's Time to TIRE EDUCATION

49%

ROAD READINESS: GLOVE BOX GUIDE

1 CHECK YOUR TIRE

2 CHECK YOUR TIRE PRESSURE

Infographic: Click [here](#) for an eye-opening infographic on whether driver's education is taking our teenage drivers and not adequately preparing them for the road.

Glove Box Guide: Click [here](#) to help teens take control of their vehicle's routine maintenance by downloading and printing out this handy guide for the glove box.



THANK YOU

